



CLAIM

What I claim as my invention (named "Submarket Analyst") is the creation of a universally recognized and definitive paradigm for identifying and standardizing real estate location quality; enabling realtors to *effectively* and quickly communicate the qualitative economic attributes of any real property's location to their clients, prospective clients, and other realtors in the terminology that they understand most – and in an objective graphic representation. This is achieved through specific statistical classification methodology of per capita income census data, and the resulting graphical representation of such demographic data on a map using a GIS (geographic information system). As I, Paul McMahon, have never seen any such real estate location quality identification method that is definitive, universally recognized, graphically represented, and quickly distributed – prior to this invention by myself. – I claim this invention as my own.